About us   Product   Technology   Careers   Press center   Investor relations   Contact us

Communicate with your market, customers, and employees like never before...

Ask ... open ended questions
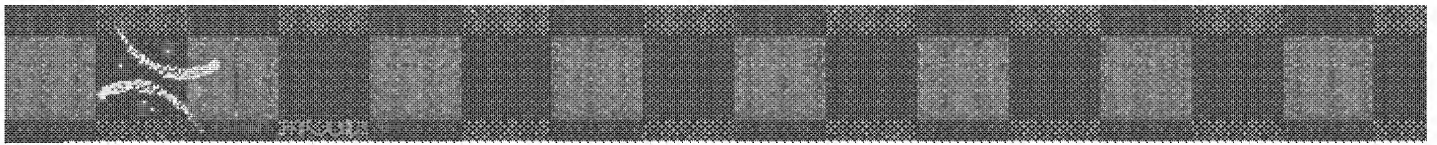
Listen ... to their responses in their words

Quantify ... the top responses in real time

Act... immediately and with clarity

NetOnCourse streamlines the setup, the communication and the analysis of your corporate and market research enabling you to act faster and reduce costs.

Designed by Clementina Group

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The Company

NetOnCourse has created a unique method of large scale communication that will provide an unprecedented level of speed, efficiency and quality of information for market research and corporate communications. Founded in 1999, NetOnCourse has developed a solution that enables companies to communicate with large groups of people in a live web event, extract their feedback in their own words and compile the results in real time. NetOnCourse customers will be able to instantly get rich open-ended feedback from their market, customers and employees and dynamically see the top concerns, attitudes and perspectives of the group, segments and individuals.

The NetOnCourse mission is to enable our clients to have a real time pulse of the trends and needs of the marketplace and to develop closer relationships with their customers and employees by understanding their needs. The NetOnCourse solution is packaged as a hosted application so that our clients can derive value from day one without costly investment in hardware, software, integration and heavy up front costs.

NetOnCourse is headquartered in Fort Lee, NJ and maintains a Research and Development center in Ramat-Gan, Israel.

MI-Live from NetOnCourse

Unprecedented Real-Time Market Feedback

Combine the richness of qualitative feedback with the scale and structure of quantitative studies!

- Faster: Get immediate feedback and reports from a large scale survey audience in one live session!
- Better: Capture detailed open-ended feedback from your respondents and our unique system converts it instantly to quantitative data!
- Cheaper: Leverage the cost benefits and convenience of an internet solution by using our host web service!

What is MI-Live?

MI-Live from NetOnCourse is an incredible new method for conducting real time market research via the web. Unlike current online versions of focus groups or surveys, the NetOnCourse solution actually enables you to tap into the best aspects of qualitative and quantitative research in one solution. NetOnCourse enables you to ask open-ended questions of a live, large-scale audience, then tabulates the responses and prioritizes them in real time as you would in a multiple choice survey. Not only will you see the top responses in the respondents' own words; but you will see multiple perspectives on the same answer by those who agreed and disagreed.

- Communicate with live respondents on the Web and get feedback on concepts, products or advertisements.
- Facilitate a dynamic survey where you can adjust the content based on the audience's real-time responses to questions.

What does this mean to you?

Today, you need to move faster, get closer to your customer and get timely data at a lower cost. Using only traditional market research techniques, this can be a daunting task.

With Mass Interaction Live:

- You won't need to invest valuable time constructing multiple choice surveys when all you really want is unbiased feedback from your participants in their own words.
- You can shift focus to maintain pace and direction with your audience.
- You can obtain answers to your specific questions immediately after the on-line session.

MI-Live Feature Benefits

Dynamic

- See the top responses instantly from your participants in their own words.
- Focus in on specific topics based on real-time feedback during the session.

Fast

- Real-time analysis provides immediate answers to your research questions.
- Leverage the internet to increase participation.

Applications

Market Research

- Test Advertising concepts
- Learn consumer attitudes and perceptions
- Track product usage behaviors
- Test new communication strategies

Marketing

- Concept testing
- Product feature development research
- Product positioning
- Beta product feedback collection
- Customer satisfaction
- Competitive awareness surveys
- Post seminar event feedback

Consulting

- Data collection
- Fast feedback on requirements and design
- Training
- Rollouts: user feedback

Employee Feedback

- Employee satisfaction studies
- Benefits and compensation evaluation
- Response to corporate strategy

Top

MI-Live™ System Components

NetOnCourse provides the platform to conduct live web-based market research events and obtain real-time feedback from the respondents. The moderator and respondents can communicate throughout the event while the client monitors the communication and reviews and analyzes the responses.

The MI-Live System is comprised of three applications: one for the Moderator, one for the Respondents and one for the Client. In addition to these applications there is a server to support all participants communication and feedback analysis.

The Moderator application
The Moderator application includes two components:

1. A control that allows the moderator to expose participants to both text and audio-visual stimuli. The moderator can use this tool to provide respondents with general instructions or to provoke them by introducing a teaser stimulus, such as an animation clip.
2. A control for asking open-ended questions and then managing the feedback from respondents as it is being generated. The moderator has the ability to manage the event with numerous participants that are segmented and actively providing feedback to various questions.

The Respondent application
The Respondent application includes two components:

1. An interface that displays the teaser controlled by the moderator.
2. An interface that allows them to see the questions asked by the moderator; provide their answers in their own words, and rate and comment on other respondents' answers.

The Client application
The Client application provides a range of knowledge generation and real-time feedback tools for reviewing and analyzing the activity of the respondents.

It provides updated information on the status of the respondents' activity as well as access to their real-time feedback. This feedback is automatically prioritized and structured so that it can be viewed quickly and easily.

Reports
The Reporting application provides immediate access to open-ended feedback through structured reports. The information is prioritized and quantified for analysis, and is designed for efficient and effective data mining, as well as export to other systems.
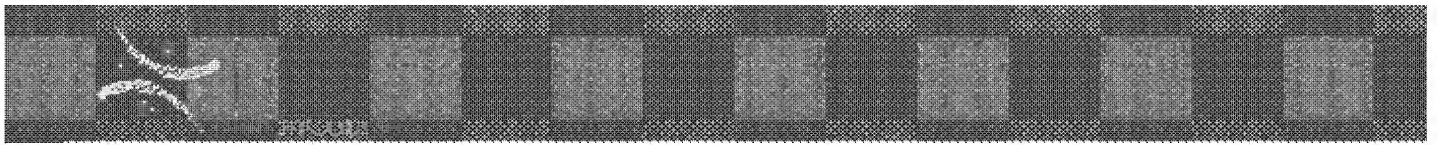
The MI-Live Service
The MI-Live server is the engine behind the participation, communication and knowledge generation. The server architecture, based on the latest Java 2 Enterprise Edition (J2EE), is scalable to several hundred simultaneous, multi-point connections within a single live research event.

By utilizing internally this highly scalable architecture, NetOnCourse has deployed a robust global network, which is capable of handling high-volume audience interaction.

NetOnCourse offers MI-Live as a hosted service. This model is designed to relieve customers of the need to purchase and maintain their own dedicated infrastructures.

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Consider Your Future With Us

At **NetOnCourse** we are always looking for bright and talented people to join our development, sales and management teams.

NetOnCourse offers challenging, rewarding work in a supportive, dynamic environment where every individual is encouraged to become instrumental in determining the direction and the success of the company.

If you are interested in joining a fast moving international technology company that is changing the way that people communicate - we can help you learn more.

For employment inquiries please contact jobs@netoncourse.com

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The Press Center

For all media-related information on NetOnCourse,
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email **media@netoncourse.com**

InfoWorld.com, Tuesday, February 13, 2001
"Webcasts to go interactive"

YAHOO!FINANCE, Monday February 12, 2001
"NetOnCourse Inc. Introduces Unique Real-Time Communication Tool
For Large-Scale Audiences at IDG's Demo 2001"

PRNEWSWIRE, Monday February 12, 2001
"NetOnCourse Inc. Introduces Unique Real-Time Communication Tool
For Large-Scale Audiences at IDG's Demo 2001"

Ha'aretz, Tuesday, August 29, 2000
"BRM's new fund to operate in the U.S."

Globes, Sunday , Aug 27, 2000
"BRM Seed Venture Capital Fund Invests $5 Mln in Net-On-Course"

Infoworld.com
Tuesday, Feb. 13, 2001 3:18 pm PT

Webcasts to go interactive
By Ephraim Schwartz

PHOENIX -- COMBINING live streaming video and audio technology with chat
room capability, startup company NetOnCourse is pioneering interactive
Webcasts that may raise the bar for any organization that presents live events
via the Internet.

At the Demo 2001 conference here, Fort Lee, N.J.-based NetOnCourse
demonstrated its Mass Interaction-Live (MI-Live) platform that allows the
audience to interact with the presenters.

Using off-the-shelf Webcast technology, which is displayed in a frame within
the screen, the system reserves the right-hand side of the screen for viewers
sitting in front of their PCs.

The system also creates subsets of the audience based on user requests for
participation and size of the overall audience. Users in any group can ask
questions, make comments, and respond to other questioners anonymously.

On the producer's side, questions are monitored to gain a better sense of how
well the event is being received by the audience and if there are any
audiencewide questions that need to be addressed immediately, even if it
means taking the producers off-script.

Following an event, questions and comments can be reviewed and analyzed
to identify issues and to develop a more targeted response to audience
concerns or questions that may have come up.

The platform will be used for corporate meetings, financial analyst briefings,
corporate learning centers, press conferences, or for a live auction.
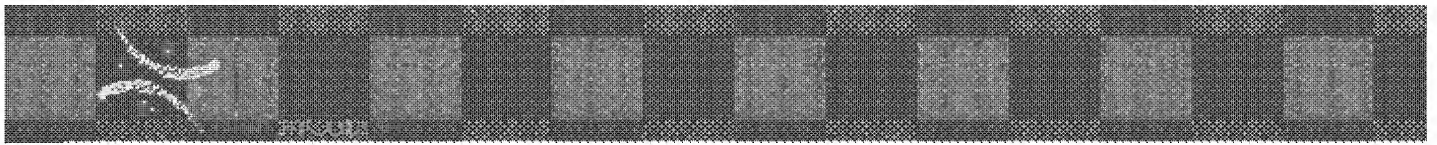
NetOnCourse is currently in beta tests with a number of undisclosed partners.

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YAHOO!FINANCE
Monday February 12, 12:39 pm Eastern Time

NetOnCourse Inc. Introduces Unique Real-Time
Communication Tool For Large-Scale Audiences at IDG's

Investor Relations

BRM GROUP

The **BRM Group** invests in seed and expansion or growth stage Internet Infrastructure companies and technologies. Operating from Fort Lee, NJ and Israel, BRM helps entrepreneurs achieve market 'escape velocity' by providing technical, operational, business, and financial support.
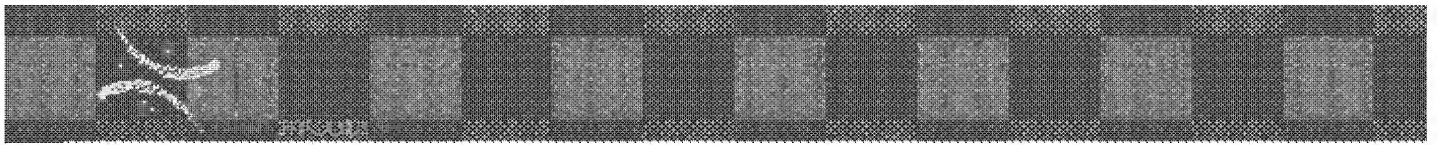
This has been leveraged to build superior Internet companies such as Check Point Software Technologies [NASDAQ:CHKP], BackWeb [NASDAQ:BWEB], IPHighway, Whale Communications, PeopleLink, PC Data, Brio Technologies [NASDAQ:BRYO], Crossworlds [NASDAQ:CWLD] and others.

BRM Seed, a $100 million program invests in start-ups in the idea or early stage. BRM Capital, headquartered in the US, invests in companies that have started to generate revenue, proven their business concept and technology, and require expansion or mezzanine capital.

For more information, please contact investor@netoncourse.com

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